

Report on
Talent acquisition process of “grow n excel” and its Significance.

By

Hritic Paul

ID: 17304058

An internship report submitted to the Bachelor of Business Administration in partial fulfillment of the requirements for the degree of Human Resource Management & Marketing

Bachelor of Business Administration

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____Hritic Paul_____

Student Full Name

17304058

Supervisor's Full Name & Signature:

_____Jubairul Islam Shaown_____

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Lecturer, BRAC Business School

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Letter of Transmittal

Jubairul Islam Shaown

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Talent acquisition process of “grow n excel” and its Significance.”

Dear Sir,

With due respect, I, Hritic Paul (ID: 17304058), would like to inform you that it has been a pleasure to conduct this research paper titled " Talent acquisition process of “grow n excel” and its Significance” provides and its importance." under your supervision. The information and data included in this study is primarily drawn from my experience as an intern at “grow n excel”, as well as conversations and interviews I conducted with my colleagues there. Making this report enabled me to obtain knowledge and competence in the practical recruitment function, confront client issues, and conduct a comparison analysis of academic courses and on-the-job learning. I sincerely appreciate your direction and effort over the course of my report completion time, and it was a pleasure for me to work in accordance with your instructions. I did my best to provide the desired level of writing and am willing to make revisions if necessary.

Sincerely yours,

Hritic Paul

17304058

BRAC Business School

BRAC University

June 14, 2022

Non-Disclosure Agreement

With reference to my offer letter dated 23rd January, 2022 “grow n excel” has organized an internship program for me. They took me as an intern for three (3) months which started on 23rd January. The agreement between me, a student of BRAC University and “grow n excel” are given below:

NATURE OF APPOINTMENT: Contract service for 03 (three months. After this period the contract will be automatically terminated.

ALLOWANCE: You will be entitled to receive TK 7,000 (Taka seven thousand only) as internship allowance.

JOINING DATE: Your internship contract will be effective from 23rd January 2022.

GENERAL UNDERTAKING: You will abide by the rules and regulations of the organization as revised from time to time by the management.

CONFIDENTIALITY OF BUSINESS INFORMATION: During the course of your Internship, it is probable that you will generate or become aware of information, which is or may be confidential. You will be under obligation to keep confidential all information incidents documents etc. concerning the affairs, plans and projects of the organization and you shall not disseminate/divulge them to any unauthorized person either directly or indirectly.

Acknowledgement

Opportunity to work as an intern with an agency like “grow n excel” has been a fantastic learning experience for me. First and foremost, I'd like to express my heartfelt gratitude to the almighty Allah for allowing me to complete my report within the time frame. Secondly, Mr. Jubairul Islam Shaown, lecturer at BRAC Business School, who was assigned as my academic supervisor, deserves special mention. He is a really understanding supervisor, who provided me enough flexibility to finish the report. He provided me supervision with his valuable time, real encouragement, and his wise guidance in writing the report. Thirdly, I would like to thank “grow n excel” for providing me with the incredible opportunity to do my internship there. Where I'd been learning new things since the day, I started my internship. I must express my gratitude to the CEO, Mr. Zulfiker Hossain, for providing me with the opportunity to complete my internship on such a platform. My supervisor Mr. Riasat ur Rahman, Associate Manager - Talent Acquisition of “grow n excel”, deserves my grateful acknowledgement and admiration. He has assisted me with everything since the day I joined “grow n excel” and has treated me like a learner. Finally, I'd like to thank all of my senior colleagues for helping me learn more about “grow n excel” every day in a unique manner and for being supportive whenever I needed their support.

Executive Summary

This research highlights the internship program experience at “grow n excel” - HR recruitment and consulting firm as a semester of BRAC University's BBA degree. The report's main goal is to provide information about the significance that “grow n excel” recruitment service provides. There is a description of my entire internship experience in the first chapter. The second chapter discusses “grow n excels” management practices, marketing practices, accounting practices, its financial performance, operation management and information system. There is also information about “grow n excels” competitive position in the HR recruitment and consulting industry. In the third chapter, the reasons for choosing this internship report topic are given in the introduction and literature review part as an HRM and Marketing major. The objectives of the report have been mentioned to find more information about the topic and its significance. For the methodology part, the methods of collecting most of the data and information are given, here most of the data is collected from primary sources. In the finding and analysis section, the information of the headhunting and RPO service of “grow n excel” are given to explain the 1st specific objective. There is also information about the recruitment service that “grow n excel” and its sister concern provides to fulfill clients’ unique needs and demands. Here is also a description of how and why “grow n excel” clients trust them and rely on them for their HR services. Then, in the other section of “finding and analysis”, the findings part is described of the observation during the three months of experience and analysis of the data/information that was collected for the recruitment service “grow n excel” provides And, based on my findings and analysis, the opinion was given on what “grow n excel” can do to improve their productivity and efficiency in the recommendation part.

Table of Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgement	5
Executive Summary	6
Table of Contents	7
CHAPTER 1	
OVERVIEW OF INTERNSHIP	9
1.1 Student Information	9
1.2 Internship Information	9
1.3 Internship Outcomes	11
CHAPTER 2	
ORGANIZATION PART: OVERVIEW, OPERATIONS AND A STRATEGIC AUDIT	17
2.1 Introduction	15
2.2 Overview of the Company	17
2.3 Management Practices	19
2.4 Marketing Practices	20
2.5 Financial Performance and Accounting Practices	22
2.6 Operations Management and Information System Practices	24
2.7 Industry and Competitive Analysis	25

2.8 Summary and Conclusions	28
2.9 Recommendations	29
CHAPTER 3	
PROJECT PART	30
3.1 Introduction	30
3.2 Methodology	34
3.3 Findings and Analysis	36
3.4 Summary and Conclusions	37
3.5 Recommendations/Implications	38
References	39

CHAPTER 1

OVERVIEW OF INTERNSHIP

1.1 Student Information

Name: Hritic Paul

ID: 17304058

Program: BBA

Major/Specialization: Human Resource Management and Marketing

1.2 Internship Information

1.2.1 Period: Three (3) Months, 23rd January, 2022 – 23rd April, 2022

Company Name: grow n excel

Department/Division: Talent Acquisition

Address: 1st Floor – A1, House No. CWS (B) 6, Road No. 33, Gulshan-1, Dhaka-1212.

1.2.2 Internship Company Supervisor's Information

Name: Riasat Ur Rahman

Position: Associate Manager - Talent Acquisition

1.2.3 Job Scope – At grow n excel I am responsible for initial screening of C. V's. Our talent acquisition team works seamlessly to find out the best talent from the market. I source C. V's from various sources and then I go through the C. V's thoroughly and then I do shortlist the best profiles. I make sure that I am shortlisting the best profiles for a particular role. At grow n excel I have learned about work culture and professionalism. I am going to describe about my roles and responsibilities at grow n excel below.

Job Description/Duties/Responsibilities

Executive search:

Grow n excel works as recruitment partner with various multinational and local organizations of Bangladesh. Here I got the opportunity to work with various renowned organizations like Samsung India Electronics Ltd, Arla foods Bangladesh Ltd, Avery Dennison, Square, atomborg and so on. I sourced and shortlisted C. V's for these renowned organizations. Through following strategies, I used to conduct executive search.

- ❖ Whenever I started a new position, my supervisor Mr. Riasat Ur Rahman used to have a discussion with me regarding the position. First of all, he used to hand over the job description to me. Then we used to discuss regarding the position before initiating work. Understanding the culture and value for the organization I am working with is very important. Then I used to source the best C. V's for that particular role within a very short span of time.
- ❖ Keeping the Salary range given by our client organization is very important while sourcing C. V's. At times I faced difficulties while sourcing C. V's, as it was very hard to match the salary range given by the clients.
- ❖ After sourcing appropriate C. V's, I used to generate phone calls with the candidates and did try to figure out whether their experience is matching with the job requirements given by our clients or not. If the job experience, education and behavior of the Candidates looked satisfying, I used to ask the candidates for their

updated resumes. Then I used to rank the candidates keeping their education, job experience in mind. Then I used to send the best C. V's to our clients.

Scheduling Interviews: After reviewing the profiles sent by me, our clients used to schedule an interview session with the candidates. I used to make sure that the candidates are attending the interviews on time. Sometimes the candidates were unable to join interview on the particular date given by our clients, as the candidates usually belongs to mid to higher end personnel of a particular organization. Keeping that in mind if something like this occurred, I used to have conversation with both our client and candidates and then used to fix the dates again keeping the convenience of both our clients and employees in mind.

Mapping: In this particular part we keep our data's in a excel file. We keep the candidate's profiles (Name, contact number, email address, Job experience background, Educational background) in the excel sheet. It helps us to track the candidates and we also keep in touch with them. We also do market analysis and keep those information's in the excel sheet. It is a very important task considering our organization.

1.3 Internship Outcomes

During our undergrad period we get the bookish knowledge but during our internship period we get the opportunity to learn about those topics practically. During our internship period we get the exposure about the real life. It helps us to understand the real world and job market well enough. This is why the internship period is very much important for us to have an understanding the basics.

1.3.1 contribution to the company: From the day I began my internship period, I was very dedicated and keen to learn fast. I always tried to contribute my level best to the organization. Here are some of my contributions to grow n excel:

- I did source C.V and conducted initial screening for Indian organization named “atomberg”. For them I worked with several positions, such as regional sales manager, marketing executive, sales executive and so on. They did recruit from the shortlisted C. V’s that I provided them.
- I was involved in primary shortlisting process for head of export position of Square. This was a very challenging position for me to work.
- I worked for several positions for Samsung India electronics Ltd. I was involved with the initial screening process for the positions like, Regional Manager, Category Manager, Brand Manager and so on.
- I also got the opportunity to work with apparel industries and got the opportunity to work with Dekko Legacy group. Whenever I was given the opportunity to work, I did work with my full passion and dedication.

1.3.2 Benefits that I received: During my internship period I got the opportunity to work with several senior members of grow n excel. I got the opportunity to learn a lot from them. Here are the some of the things that I have learned at grow n excel:

- **Effective communication skill:** During my internship period I used to work with several seniors of grow n excel. Moreover, I had to talk with several candidates everyday over the phone. It certainly enhanced my communication skill. Every day we used to have team meeting with the CEO. We used to share our day to day learning outcomes during the meeting session and used to receive feedback and guidance. All these things helped me to improve my communication skill.
- **Obtained Practical knowledge of Human Resource Management:** During my undergrad time I got to learn about HR from books and from excellent lectures of our teachers. But I always felt that those were not enough. During my internship period I got the opportunity to learn HR practically which I was hoping to learn. Getting the opportunity to learn HR practically from the professionals is a great experience for me.

- **Improved Technical Skills:** I used to work with data bank of our organization. While working with database I got to learn about excel more in a more practical efficient manner. I learned about new terms of excel while working on the database of grow n excel. I have also learned to make advertisements through Canva. These technical skills will certainly help me in future, that's what I believe.

1.3.3 Problems/Difficulties:

During my internship period I faced a lot of difficulties at grow n excel. I will discuss those below:

- **Bad Office Culture:** It is very hard for an employee to work spontaneously. At grow n excel we used to work constantly. There was no break time except lunch hour. It actually hampers productivity. Moreover, working after the office time was over, it was so demotivating and unproductive.
- **Inadequate Resources:** At grow n excel there was always scarcity of resources. Moreover, the laptops and the printers were so old. Due to that our work productivity used to get decreased. It resulted into less work even after working a longer period of time. The office size at grow n excel is very small considering the number of employees.
- **Not Considering employee needs:** At grow n excel what really made me disheartened is that the higher authority hardly cares about employee's priority. The amount of salary the employees at grow n excel gets, that is below the market standard. This particular factor demotivates the employees considering the amount of time they invest at office.

1.3.4 Recommendations:

Every organization has its own internal issue and difficulties. Grow n excel is not different. But by abiding the following rules grow n excel can certainly solve those issues:

- **Giving Priority to employee needs:** Employees of any particular office should be given proper importance. They are the ones who work hard for the betterment of an office. So, an organization should also give priority to their employees. grow n excel should provide competitive package to their employee's as salary works as one of the biggest motivational factors.
- **Considering work environment:** A work environment plays a great role considering the productivity of an organization. If the environment of an organization is convenient, then the employees can work with positive energy. Grow n excel should consider this factor seriously to increase their productivity and also keep their employees happy.
- **Improving Resources:** grow n should improve their resources. If they install new computers, printing machine and other resources works will be done in a very short span of time and extra time won't be wasted due to old computers and printers. By doing this employee can do their works in a more effective manner. Grow n excel should follow these recommendations to be in better place as an organization.

CHAPTER 2

ORGANIZATION PART: OVERVIEW, OPERATIONS AND A STRATEGIC AUDIT

2.1 Introduction

Human resource management is fundamental to firms since it has a variety of requirements that can either strengthen or negatively influence the organization. One of the key important aspects of human resources management is to increase productivity and quality of work that qualified staff are recruited and that development efforts are followed. Some other primary goal of human resources management, and one of the reasons why it would be so vital to a business, is to improve cooperation between divisions. It certainly has immense effect on an organization. All divisions will also have a difficulty working together if company do not have enough adequate human resources management in place, and your firm will suffer as a result. Employee happiness, staying current with social and environmental norms, and maintaining a strong working environment, as well as a positive workplace combination for individuals, are more significant goals of human resources management. (Pribanic, 2019).

According to (Pribanic, 2019), Human resource management performs a range of purposes that aid an organization's performance. The importance of human resource management in organizations is tremendous, including hiring and selection to dealing with conflict, ensuring a positive workplace harmony, and all administrative obligations. Human resources management not only guarantees that staff are satisfied and quite well, but it also guarantees that the organization is following all applicable standards and eliminates any possible lawsuit concerns. (Pribanic, 2019). An institution's failure is nearly certain if it lacks a strong human resources management division. Acquisition, learning and development, assessments, performance evaluations, performance appraisal, bonus schemes, safety regulations, and employee empowerment are some of the most

significant tasks of human resources management. That's why it is very important to have a strong human resource management team in an organization. (Pribanic, 2019).

Businesses have been more interlinked over time as a result of increased growth and developments and internationalization. Multinational corporations had to develop new systems and practices in order to expand their worldwide presence. As a result, HRM has become much more global. To support the maximizing of financial measures, corporations had to execute transnational strategy in their operations. However, they had to follow specific laws of the guest nation in order to do so. MNCs would first have to address the cultural factor. (UKEssays.com, 2010). When a corporation wishes to develop itself internationally and employ local employees, it must first acknowledge the differences of each culture; alternatively, there would have been a lack of confidence and estrangement. Despite the fact that each organization has its own identity, they must adapt the mother organization's intellectual resources policies to the natural ecosystem to some extent. MNCs must adjust their model to match the domestic market, but corporate behaviors will inevitably mimic those such as their home nation. Second, businesses had to devise new recruitment and selection process, some of which involved training and remuneration. Understanding to intercultural communication is developed through training, which includes language lessons and bridge understanding. (UKEssays.com, 2010). So, it certainly can be said that human resource management has huge impact in any organization that wants to run its business smoothly.

Keeping all these in mind grow n excel was born. Its primary focus is to provide client-based service and the service must be client friendly. Grow n excel always puts its clients first while operating. It provides almost all kind of human resource services. It provides its services to the multinational and top end organizations in Bangladesh. Because of its highly focused client-based service, grow n excel is one of the leading Human resource Management firm in Bangladesh.

2.2 Overview of the Company

grow n excel, Human Resources & Consulting Firms has been one of the country's premier Human Resources and Management consulting firms, having officially opened in 2008. With the goal of assisting individuals and businesses, grow n excel offers a variety of HR and leadership consultancy firms. They have an in knowledge and understanding of perfect Human resource management practices, which enables us to provide our clients with personalized services. Grow n Excel strives to be the country's leading Human Resources and Management consulting firm, guided by three basic values: competence, compassion, and client focused. (Grownexcel.com, 2022). Executive Search, HR Consultancy, Training & Capacity Building, Setting - up & Job placement, RPO & Bulk Recruitment, and other HR functions are all provided by grow n excel. Dynamic resources and apparel talent are its sister companies. Mr. Zulfiquar Hossain, the CEO of grow n excel started this organization in order to serve. This organization is currently the pioneer of HR services in Bangladesh.

2.2.1 Mission and Vision of grow n excel:

Grow n Excel's goal is to be known as Bangladesh's leading prestigious HR firm by ensuring appropriate human allocation and talent development services, as well as serving as a forum for disseminating current best practices and future skills for the experience and understanding country's economic prospering. grow n excel works alongside the clients and stakeholders to build people capacities and the knowledge - based economy in order to propel Bangladesh's economic and social development towards the next phase.

2.2.2 Organizational Organogram:

A proper organogram is very much essential for an organization. It helps to keep the organization run in the right manner. The organogram of grow n excel is given below:



After the pandemic the number of employees at grow n excel have decreased. But with this number of employees grow n excel is doing great as the employees of grow n excel are hardworking and efficient. They are still handling works of large multinationals and local organizations well enough.

2.3 Management Practices

The management of grow n excel always ensures proper work environment to its employees. Proper training is being ensured to the employees to enhance work mobility. Moreover, at grow n excel the management always ensures proper work life balance to ensure productivity. The management always ensures involvement of the employees in every aspect to ensure complete employee engagement.

2.3.1 Leadership Style:

At grow n excel Democratic leadership is being followed. Mr. Zulfiqar the CEO of grow n excel himself is a master of Human resource management. But he always involves other employees while decision making. While taking any important decision in perspective of grow n excel, Mr. Zulfiqar always calls for a meeting and he takes suggestions of every employees. He always makes sure the involvement of every employees at grow n excel. This results into employee participation in every aspect. Moreover, every day during morning a meeting is being arranged with the CEO, where everyone shares their work status and the CEO personally guides them. He teaches everyone that how the work should be done. The leadership style at grow n excel is very friendly. It motivates all the employees of grow n excel to work in a positive and better manner.

2.3.2 Recruitment and Selection Process:

During internal recruitment or recruitment for the clients, grow n excel follows something's very strictly. Grow n excel always try to recruit from best universities of Bangladesh. During my internship period, when I was responsible for shortlisting candidates, I was instructed by my seniors just to shortlist C. V's from universities like Dhaka University, Jahangirnagar University, BRAC University, North South University and IUB. During the internal recruitment process this same shortlisting process is being followed. During internal recruitment, after shortlisting the

candidates has to go through aptitude test. After that the shortlisted candidates go through an interview session with senior personnel's of grow n excel. Lastly the shortlisted candidates get the opportunity to have an interview session with the CEO. After that a candidate is being hired officially.

2.3.3 The Compensation System:

The good thing about grow n excel is that the employees gets their salary on time. The salary that the employees gets is not sufficient, that's what the employees thinks. It is actually below the market standard. Though the employees get bonuses depending in the works that they have done. The gets appraisal based on their performances. But overall the salary and bonus rage are low considering the market.

2.4 Marketing Practices

The marketing practice at grow n excel is people centric. As the clients of grow n excel are the MNC's and large organizations, grow n excel always try to impress their clients by its good works. Moreover, grow n excel always try to stay connected with its clients personally which helps grow n excel in the long run.

2.4.1 Marketing Strategy:

Grow n excel always believes that there is no better marketing strategy than engaging with people. Grow n excel always tries to maintain a healthy relationship with its clients. Grow n excel is active in its Facebook and LinkedIn profile where they share about the success stories of grow n excel. Moreover, during occasions grow n excel employees exchange greetings with the clients. But most

importantly even after having no major marketing strategy grow n excel keeps going, because of the good and professional works done by grow n excel.

2.4.2 STP Analysis:

Geographic Segmentation-

Bangladeshi Multinationals and local big organizations, American Multinationals, Indian and Sri Lankan Multinationals are basically the targets of grow n excel. As being one of the oldest and leading HR firm, grow n excel gets works from the organizations of these countries.

Targeting:

Basically, grow n excel targets those organizations which can afford them. Grow n excel charges the highest amount amongst all HR firms in Bangladesh. So, grow n excel targets the large Multinational organizations and large local organizations.

Positioning:

The capacity to affect consumers' attitudes of a brands or products. market to adversaries is referred to as positioning strategy. The goal of market positioning is to develop a brand's or item's image or personality so that people perceive it in a specific way. Grow n excel is one of the leading Human resource management firm in Bangladesh. It has been able to create a positive position in the minds of the clients. At grow n excel employees completes the tasks with passion and professionalism. When the clients think of availing a service, they keep all these in mind.

2.4.3 Marketing channels:

grow n excel follows direct marketing channel. Through Facebook, LinkedIn and direct mail grow n excel engages its clients. Grow n Excel utilizes an external marketing channel method for training and development programs, in which they recruit persons that are in executive HR roles at a very

well firms to conduct training workshops on Human resource management, professional development, skills training, and other topics.

2.4.4 Advertising and promotion strategies:

Grow n excel does its advertising and promotional activities through online. Most of the clients and potential clients of grow n excel are connected through online. Grow n excel regularly keeps posting about the serves and potential updates in its Facebook and LinkedIn profile. This helps to keep the clients updated. Through these grow n excel keeps its clients engaged.

2.4.5 Critical Marketing issues and gaps:

Although grow n excel is doing good, but they are not doing marketing up to the mark. I personally think that they are lagging behind in this context. In this era of business, there is severe competitiveness among organizations. So, grow n excel must be more active regarding marketing strategies to stay ahead in the competitive market. Moreover, the website of grow n excel is not UpToDate, for which many are being deprived to get the full information regarding grow n excel. They must update themselves in this era of competitive business.

2.5 Financial Performance and Accounting Practices

A full review of an organization's corporate position in sectors such as property, debts, ownership, expenditures, income, and profitability of the company is referred to as financial efficiency. It is calculated using a variety of business-related algorithms that enable users to calculate precise details about a firm 's investment productivity. This part is very much important for an organization.

2.5.1 Budget Analysis:

At grow n excel at the beginning of the year they make a calculative target that at the end of the year they are going to achieve this amount of money. During pandemic this organization was going through a tough time. Because during that time most of the organization was firing employees as most of the organization was facing a very tough period during that time. But after pandemic things are getting better and grow n excel has started to get a lot of orders from clients as the economy is booming again. So, keeping all these in mind grow n excel has already made a budget at the beginning of the year.

2.5.2 Bank Reconciliation:

Bank reconciliation is a crucial data collection and data analysis in which businesses compare their banking information to the transactions that have occurred in their accounting records. Creating a reconcile bank summary aids firms in avoiding transactional or accountancy problems. Grow n excel doesn't share its financial documents with the interns. So, I couldn't gather financial documents for my internship report.

2.5.3 Preparing Report:

The financial report of grow n excel is done by the manager himself. The report is not being published and no one other than the CEO can have a look on it. As grow n excel is a sole proprietorship there is no such bindings that they must so it.

2.6 Operations Management and Information System Practices

An operational management system is a systematic methodology that allows an organization to successfully manage organizational activities in order to achieve maximum efficiency in day-to-day activities. Operational management software is designed to improve team development and achieve employees to focus on activities that are critical to the success of their company. A management is divided into divisions, each with its own sense of social responsibility and objectives. An OMS is typically used as a roadmap to guarantee that these diverse departments collaborate to reach mutual business objectives. (OptimoRoute, 2021)

2.6.1 Operations Management:

Developing and monitoring the production system, as well as rethinking operation of the company in the creation of items or services, are all aspects of business management. It includes verifying that current operations are both efficient when it comes of using as little resources as possible and successful in relation to meeting consumer needs.

- ❖ **Planning:** Organizational planning refers to how activities are structured in a company's day-to-day functioning. At grow n excel things are pretty preplanned. After analyzing the market, the top administration decides how they are going to operate. This planning part is very important for an organization. Planning properly keeps grow n excel ahead of other HR firms.
- ❖ **Organizing:** After planning properly organizing things in a perfect manner is very important. Coordinating is an aspect of management that entails creating an organization culture and deploying human resource management to assure that requirements are met. The context under which initiative is managed is the institution's design. During recruitment process for a client, the CEO hands over the Job description to the employees. There are employees at grow n excel who are specialized at particular sectors. For example, if the JD is related to marketing then the work is being handled over to the person who has profound experience in hiring marketing peoples. This same goes for Finance, Supply chain, Engineering and other departments. This is how the works are distributed properly and done properly. After the work is done the employees review the works with the CEO.

Then the completed project is being handed over to the clients. In this manner, the projects are being completed in an organized manner.

- ❖ **Scheduling:** At grow n excel, employees doesn't maintain a strict schedule. They often come at office late. But the employees are very much aware and strict about delivering service to its clients on time. Moreover, the employees stay at office late due to the pressure of work.
- ❖ **Controlling:** Control is a process of evaluating an employee's performance towards the objectives. It entails keeping track of a plan's accomplishment and addressing any discrepancies from all of this. The CEO always evaluates the works those are completed comparing to the plans that are done before.

2.6.2 Information System:

A formalized, social and technical, involves offering support aimed at gathering, analyze, preserve, and disseminate information is known as an information management. Information systems are made up of four elements from a social and technical standpoint: job, individuals, framework, and equipment. Data's are very much important for an organization like grow n excel. Without an effective data management an organization life this will certainly shrink. Grow n excel does employee mapping, market analysis and stores those data in the database of grow n excel. While C.V sourcing we used to go through a lot of profiles. We used to store all the profiles as we might need those profiles in future. Maintaining those data are very much essential for grow n excel.

2.7 Industry and Competitive Analysis

Industrial analysis is a market research tool that aims to provide such a company a sense of how sophisticated a certain industrial is. It entails examining the socioeconomic, regulatory, and commercial forces that shape the industry in terms evolution. A competitiveness analysis is an

important aspect of any marketing technique. This analysis is very much important for an organization to stay ahead.

2.7.1 Porter's Five Forces Analysis:

Porter's Five Forces is a straightforward yet effective method for identifying the primary causes of competitiveness in a given business or area. Understanding the dynamics that affect your sector can allow one to alter the approach, improve profitability, and maintain a competitive advantage. For instance, one could take full advantage of the favorable situation or strengthen a vulnerable one, all while avoiding future mistakes. (Mindtools, 2019).

- ❖ **Competitive Rivalry:** Organizations acquire clients in a competitive field by proactively lowering costs and creating increased advertising strategy. However, if sellers and customers believe they aren't getting a great deal from you, this could also find things simple for them to go somewhere else. Whenever aggressive competition is low and nobody else is doing what you should do, on the other side, one'll likely have a lot of opponent strength and make a lot of money. There are a lot of HR firms in Bangladesh and those are really doing good nowadays. Although grow n excel is providing quality service and ensuring this service continuously, but there is moderate rivalry with grow n excel and other HR firms.
- ❖ **Supplier Power:** Supplier power is very less to none at grow n excel. Grow n excel collects C. V's from bdjobs.com and an amount is being provided to them. So, there is hardly any sort of supplier power in context of grow n excel.
- ❖ **Buyer Power:** Power of buyers are very much high in this particular context. There are a lot of HR firms in the market nowadays. Although grow n excel provides quality service to its clients, but grow n excel charges the highest in the market. For this many organizations take service from other HR firms and as there are a lot of HR firms, the organizations have the exposure to avail service from any of the HR firms they wish to. This is the reason the power of the buyer is very high.

- ❖ **Threat of Substitutes:** As said earlier, there are lot of competitors in the marker and as the day is progressing, new Human resource management firms are inaugurating. After the pandemic the economy of our country is rising again. Due to that the organizations are in need of more employees and they require more HR services. For which more firms are being established. That's why it can be said that the threat of substitutes are very high.
- ❖ **Threat of New Entrants:** Bangladeshi market is booming very fast. It did shrink due to Covid-19. But it is again witnessing the rise. So, the market needs more human capital and HR services. From that need many more Human resource management firms are being established. So, the threat of new entrants is increasingly high and the market is becoming very competitive in this perspective.

2.7.2 SWOT Analysis:

- ❖ **Strength:** grow n excel is best in recruitment process. They do this in a perfect manner. In this particular context they are way ahead of other HR firms. Grow n excel has a bunch of recruiters, who knows that for which organization which type of employees will fit best. In the market it is very well known that for any competitive role grow n excel is the best place to hire for that position. Moreover, grow n excel has huge network in corporate which keeps them ahead. This is the main strength part of grow n excel.
- ❖ **Weakness:** One of the main weakness of grow n excel is that, because of lack of employees at times they fail to conduct recruitment process on time. It has huge negative impact. When grow n excel fails to complete one assignment on time, other HR firms takes the advantage of that. For this grow n excel loses clients.
- ❖ **Opportunity:** After pandemic the Bangladeshi market is booming. Many new multinational organizations are inaugurating their business in Bangladesh. Moreover, the Bangladeshi organizations are no less. These organizations are doing competitive business against the multinational organizations. Grow n excel must avail this huge opportunity for the betterment of the organization.

❖ **Threat:** Alongside of grow n excel many other HR firms are now doing really good. They are really performing up to the mark. Moreover, many other Human resource firms are initiating their business. This is certainly a huge threat to grow n excel. But grow n excel must stick to their plans and must continue the good and professional works that they have been doing for years.

2.8 Summary and Conclusions

Grow n excel is one of the leading Human resource management firm in Bangladesh. Its main goal is to provide specialized HR service to its customers. Grow n Excel's goal is to be known as Bangladesh's leading prestigious HR firm by ensuring appropriate human allocation and talent development services, as well as serving as a forum for disseminating current best practices and future skills for the experience and understanding country's economic prospering. grow n excel works alongside the clients and stakeholders to build people capacities and the knowledge - based economy in order to propel Bangladesh's economic and social development. Due to having less employees than it requires grow n excels fails to serve its clients on time. But stills because of its good works, grow n excel has a different place in the mind of the clients.

To conclude it can be said that grow n excel has lot of challenges in the near future as other HR firms are performing extremely good and many new HR firms are initiating their business due to the increasing market demand. So, keeping all these in mind grow n excel must increase their employees and keep providing the best service that they have been providing for many years.

2.9 Recommendations

Even after being the market leader grow n excel is overlooking many factors. They must keep those in mind to retain the leading position of the market. They must hire more employees. Because there is huge work pressure considering the number of employees. It becomes very difficult for the employees to complete the work assignments within the mean time. Due to the lack of employees, grow n excel fails to complete the tasks on time. So, it is very urgent for them to hire more skilled employees.

Moreover, grow n excel must update themselves with the time. The webpage of grow n excel must be updated. They must rethink about their marketing strategy. Their strategy is still very conventional and they must update all these to continue with the market trend and catch the upcoming potential market.

CHAPTER 3

PROJECT PART

3.1 Introduction

To establish a successful company, you'll need a mixture of many critical factors, amongst the most essential of which is employees. Employees are indeed the energy that propels a firm ahead. As a result, recruiting and keeping the appropriate people is critical to an organization's growth. Even though many individuals are still unaware of how recruitment and selection process improve a company, businesses are increasingly recognizing the distinction among recruiting and obtaining resource, as well as the importance of efficient talent development for any company. It's crucial to distinguish between talent development and employment in order to completely comprehend it. (skeeled.com, n.d.). The very first major distinction is that, whereas recruitment addresses an industry's immediate staffing needs, talent management is focused on the organization's long-term Human resource strategy. Consultants, procurement organizations, HR experts, and hiring managers are all involved in the operation of seeking, identifying, evaluating, employing, and integrating workers as part of the talent management assignment. Recruitment is only one component of talent management, which includes the evaluation and employment of a candidate for the job a job opening. Rather than currently filling available positions at the time, the talent management process takes a step further and runs continually to discover the finest applicants for future roles that may be harder to manage (skeeled.com, n.d.).

This involves Professional analysts developing an extensive understanding of the industry that the organization services, as well as the industry's relationship with the employee's needs, depending on the situation. This is necessary to know where your firm is in the marketplace, whom the competition are, and what their expenditure is, as well as consider the strategies that work best for one's company's capital.

Then, based on the data you've gathered, you'll need to devise a strategy for determining what needs to be done, what can be done, and where and how you'll discover the talent you'll need to achieve your objectives (Valamis, n.d.). Moreover, A strong talent procurement system depends on a continual flow of talent since recruitment and selection process is an ongoing cycle. Establishing leadership pipeline in which you can use on a constant schedule is really the only way to maintain a steady flow of expertise into the firm. As a result, it is critical to establish a talented workforce and ensuring that it functions well at all stages, from brand recognition to hiring. If something else in the system is malfunctioning or not performing properly, you must make the necessary changes (Valamis, n.d.). Then again now at end of the day, corporate reputation is the essential for successful recruitment activities and recruitment and retention. A company that creates typically informs potential employees about who they were or what business have to provide. Talented people will not consider getting a job with that organization if they are unaware of its existence. Negative advertising may even deter possibilities from expressing an interest in making the team. The significance and effectiveness of marketing on the workforce procurement procedure is supported by figures. The way a firm presents itself to prospective hires, as well as how potential nominees interpret it, can make the difference among gaining or losing an applicant. (Valamis, n.d.).

Grow n excel was established in order to provide best talent hiring service to the Multinational's and large organizations of the country. They are providing that service in a proper manner.

3.1.1 Background/Literature Review:

To establish a successful company, you'll have to have a mixture of many critical factors, amongst the most essential of which is people. Individuals are the engine that propels a firm forward. As a result, recruiting and keeping the appropriate employees is critical to a company's success. Even though many individuals are still unaware of how recruitment and selection process benefit a company, businesses are increasingly recognizing the distinction among recruiting and purchasing talent, as well as the importance of efficient talent acquisition for any company. It's crucial to distinguish between talent development and recruitment in order to completely comprehend it. (Costa, 2020). The first major distinction is that, whilst recruitment addresses a company's immediate employment needs, talent management is focused on the organization's long-term Strategic plan. Recruitment agencies, HR experts, and hiring managers are all involved in the activities of sourcing, attracting, interviewing, hiring, and onboarding people as part of the talent management assignment. Hiring is only one component of talent development, which includes the selection and employment of a candidate to fill a job opening. Rather than simply filling available positions at the time, the talent acquisition process takes a step further and runs continually to identify the finest applicants for future roles that may be harder to manage. (Costa, 2020). The people who are making up any organization are the most important factor of success. Everyone is critical to the business survival, from of the management team to the technical and administrative staff. Only the appropriate people with the correct talents and energy will be able to achieve success. An effective talent acquisition strategy allows you to uncover people who can interpret and execute the important role in the long ambitions and goals, assuring achievement. (5 Reasons You Need a Talent Acquisition Strategy, 2019).

3.1.2 Objective(s):

This report is the mixture of the outcome of my theoretical knowledge and learnings from my internship period at grow n excel.

Broad Objective:

The broad objective is to recognize through which process “grow n excel” conducts extraordinary talent acquisition process continuously.

Specific Objectives:

- Identify the way “grow n excel” provides its talent acquisition process in a skillful manner.
- Identify the way “grow n excel” maintains client engagement for business development.

3.1.3 Significance:

Nowadays people are understanding the significance of recruitment process and it is becoming popular day by day. In grow n excel I got the opportunity to work under the talent acquisition department and here I am understanding its importance more. In grow n excel I am learning how strategically a recruitment process should be conducted. Through Human Resource firms like “grow n excel”, the recruitment process has less time consuming and more specialized. Organizations now can get the right match for their role within a very short span of time and bulk hiring has also become much easier due to firms like grow n excel. In job market it is very hard to find the suitable match for a particular role. HR firms like grow n excel has made it very easy to find the desired candidate in a very efficient manner.

3.2 Methodology

For this internship project, I conducted exploratory study because the topic has received little attention, and my objective is to convince the reader of both the value of the "grow n excel" hiring program. It is an induction strategy because the exploratory research after I have gathered all of the information from my internship period work at "grow n excel."

Primary Data: I have collected the primary data from my supervisor Mr. Riasat Ur Rahman and also from the employees of grow n excel. From them I learned a lot and also collected those data from them.

Secondary Data: I collected the data from the website of grow n excel and also from their Facebook and LinkedIn profile I got several information's.

3.3 Findings and Analysis

From my period of internship at grow n excel I came to know that there are a lot of things in which grow n excel is really good. For example, in talent acquisition process grow n excel is best in the country. But there are a lot of things that grow n excel needs to have a look and solve.

3.3.1 the way "grow n excel" provides its talent acquisition process

Grow n excel is very much dedicated in providing the best talent acquisition service in the country. A fundamental "grow n excel" employment service is talent seeking. This option is only available to employees in mid- to upper-level jobs, that is used to maintain a restricted customer base. Several of its clients include atomberg, DHL, BRAC, ACI, Avery Dennison, Expo Freight Bangladesh Limited, Go BD Go, Link 3, Dekko Legacy Group, Arla Foods Bangladesh Ltd.,

Teach for Bangladesh, and Epyllion Group. Marketing professional, Human resource professional, accounting professional, Managers, Designated Person, Deputy Director, Senior Director, Manufacturing Heads, Leader of Specialized Departments, Director of Industrial Policy and promotion, and other important management and administrative roles are among the employment they provide. Selecting the wrong or even less individual will cost "grow n excel" in the big scheme of things, therefore these positions are categorized and therefore should be performed by persons who are seasoned, competent, knowledgeable, empathetic, and persuasive. And, if indeed the headhunting would not go as planned. Clients of "grow n excel" would lose trust in business, leading the company to lose market position, which competition will capture. And, if the option is a good fit for the customers, the current company's suggestion will bring in more customers. To identify the optimal complement for these shows the characteristic, more research, analysis, commitment, and knowledge are required. As a result, the specialized executive search team goes through a number of procedures in order to spot the ideal fit. They interact with customers.

"grow n excel" is a very well supplier of RPO services. They've successfully worked with a lot of big names as Go BD Go, HSBC, Link 3, Citi NA, and atomborg. The customers distribute the job requirements to the "grow n excel" authority and entrust them with conducting the recruitment and selection process. "grow n excel" collects applications from prospective applicants on behalf of its clients on periodically, and its customers periodically share the CV bank. After sourcing CVs, they develop a short list of potential customers depending on their major needs in the first-round knowledge examination. They write the written examination, schedule the examination, call and message the close to the end applicants, set up the equipment, and analyze the exam transcripts on behalf of the customers for proficiency exams. Regarding the results, they call the customers continue providing information and to confirm that the previous objectives are all still in existence and that they would be happy with the outcomes. If the parameters are slightly changed, the outcomes will change, the list will be decreased, or prospective candidates will be added. If everything goes smoothly, they would schedule interview sessions with the applicants. This is how this process is being conducted. But during the pandemic period they had to keep this at halt because of the economic situation back then.

Distinct employment techniques that are centered on the requirements of customers and the results of such methods:

- **Dynamic Resources:** Dynamic Resources has introduced its new Employment Services program, which would be a best recruitment platform that focuses on the acquisition of continuous, temporary, and temporary work from leadership to entry level for local businesses. This exploding blanket will cover all elements of recruiting, from the front desk to the executive council. Small and medium enterprises, banks, and companies will be the central objective of Recruitment agency. They're now collaborating with a variety of local firms, including medicines, banks or non-bank financial firms, non-governmental organizations, tourism, and fast-moving consumer goods. This particular department also provides service to the telco organizations.
- **Apparel Talent:** This Particular department was introduced in order to provide service to the large RMG sector of Bangladesh. Bangladeshi RMG sector is huge and it is normal if someone doesn't have idea about it. There are a lot of large RMG based organizations' who avails service from apparel talent. They mainly receive talent acquisition service from apparel talent. Dekko legacy group, Ananta group, Fakir Fashion and there are many more organizations who avail service from apparel talent.

3.3.2 Findings about the talent acquisition service of “grow n excel”:

- **Less Employees:** grow n excel is one of the leading HR firm of the country. They get a lot of workload from the clients. But due to less workforce the current employees have to work overtime. But the employees don't usually get any remuneration for that extra period of work. It creates pressure on the employees. Moreover, the employees can't conduct the task on time. It has huge negative effect on the organization.
- **Backdated:** The website, LinkedIn and Facebook page age backdated. People hardly can get updated information's from there. Moreover, grow n excel top management also thinks in a backdated manner. They usually don't think and don't tend to do things in a modern way. This is keeping them behind.

- **Not known to common people:** It is true that grow n excel works as a third-party recruitment partner with several organizations, but the general people hardly know very little about grow n excel. If general people knew about them, then grow n excel would be able to accumulate more C. V's in their C.V bank. It would certainly help them to flourish their business.

3.4 Summary and Conclusions

To conclude it can be said that grow n excel is one of the oldest and prestigious firms of the country. They usually get the most complicated positions and they complete those in a very professional manner. Grow n excel is providing their service to industries like manufacturing industry, FMCG, Pharmaceutical industry, RMG and many more for more than 13 years. They have solved many critical positions. It is quite well known in the industry that all the critical positions can be solved by grow n excel, as they have most professional headhunters in their team.

Many big organizations take the help of third party in order to keep the recruitment process fair enough. Grow n excel have that reputation of keeping the expectation of their client at high.

Grow n excel is making the life of many organizations easier.

3.5 Recommendations/Implications

After my internship period at grow n excel, I have come up with several recommendations for grow n excel:

- **Increase Employees:** At grow n excel there is huge amount of workload. For that it is very hard for the existing employees to handle the overload. Moreover, the employees have to stay at office even after office time. This certainly decreases the productivity. So, grow n excel must increase the number of employees.
- **Update Website:** The existing website of grow n excel is very backdated. People can hardly get sufficient idea from their website. This certainly is hampering their business in this modern era. They must update their website and also should store their data in a proper manner.
- **Increase salary of Employees:** The employees of grow n excel are not satisfied with the amount of salary they get. This is one of the reasons behind the high turnover rate. Many skilled employees leave grow n excel because they think that they are not being paid properly.

These are the things that grow n excel must have a look at to solve the ongoing issues at grow n excel and take grow n excel to a new height.

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